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WEBALO ANNOUNCES DRAMATICALLY ENHANCED USABILITY, SIMPLICITY, AND ACCESSIBILITY IN NEW VERSION OF WEBALO MOBILE DASHBOARD

The upcoming release of the Webalo Mobile Dashboard (MD3) fast-tracks enterprise-to-mobile (E2M) projects with instant online access to the E2M technology that eliminates the coding, waiting, and cost experienced with traditional mobile application development tools

LOS ANGELES, CALIFORNIA - APRIL 26, 2010 - At WES 2010 today, Webalo announced new instant access and self-service capabilities and even easier E2M configuration in MD3, the next release of the revolutionary Webalo Mobile Dashboard. MD3 will ship in the third quarter of 2010.

In addition to the point-and-click approach that eliminates the coding, waiting, and cost associated with traditional mobile application development, the hosted version of MD3 will be available and ready to use online in minutes, while MD3's virtual appliance implementation will also be available online for download and immediate configuration.

Without the need to learn a programming environment, IT can focus on connecting existing enterprise data and functionality to users' BlackBerry®, Windows Mobile, Android¹, iPhone/iPad², Palm, Symbian, and Java smartphones and Flash-enabled browsers. On-demand video tutorials supplement the built-in, context-sensitive guidance available at every step in the enterprise-to-mobile configuration process, letting customers kick start their E2M projects in minutes and select just the part of their applications they want to deploy. This enables IT departments to deliver E2M connections with the greatest speed and simplicity, since there's no coding to learn or special IT skills to acquire.

As IDC analyst Tim Doherty states in his April 2010 report on Webalo – "Quick and Easy Mobile Enterprise Application Extension"³ – "Webalo's ability to offer large enterprises a quick deployment rather than an extended integration period is compelling, proven by their list of clients. Traditional vendors can take weeks to integrate a solution, while the customer incurs large upfront expenses. Webalo can have a business up and running, regardless of deployment size, in a matter of hours. Not only are there time savings, but there are cost-savings inherent from this reduced need for integration and programming."

Doherty's perspective can be seen in practice at the National Health Service in the U.K. According to Stephen Chilton, Director of IT Services, UHB NHS Foundation Trust, "We've positioned the Webalo Mobile Dashboard as a strategic mobile deployment platform because it lets our IT Services provide an efficient response to the organization's agenda, which is to increase agility for our growing mobile community and demonstrate measurable improvements in the quality of care and patients' experience."

"Responding to our customers, we've focused everything on speed and the simplicity of deployment," said Webalo CEO Peter Price. "If IT can get started faster, select the enterprise resources that each individual or group of users needs with only a couple of clicks and keystrokes, and provide fully-interactive enterprise access in hours, they can probably meet every request for mobile capabilities and do it for a fraction of the cost of traditional mobile application development."

During a presentation at WES 2010 on Tuesday, April 27, 2010, at 11 a.m., Price will discuss how MD3's instantly available online options make it possible to go from "Enterprise-to-Mobile In Minutes."

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Attendees will be able to see how quickly and easily they can access the Webalo Mobile Dashboard, establish connections to any enterprise database, report, XML Web service, or website without the need for SDKs or IDEs or specialized programming skills, and deploy to any BlackBerry smartphone in seconds. According to Carlos Teixido, the General Manager of Nubison, "It's the best method we've ever seen for extending enterprise resources."

MD3, which will ship in the third quarter, will be previewed at Webalo's booth (#110) at WES 2010. Attendees will be able to verify the simplicity and attendant speed and cost-avoidance that will let them accomplish all their enterprise-to-mobile objectives in a fraction of the time and for a fraction of the cost of traditional mobile application development.

About Webalo

The Webalo Mobile Dashboard changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 100 times faster than traditional approaches to mobile application development, and it provides personalized mobile capabilities that meet the individual needs of any end user.

Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide - in hours, instead of weeks or months - mobile access to the specific enterprise data and functions that smartphone users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo's Mobile Dashboard to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

The Webalo Mobile Dashboard - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between enterprise apps and smartphones and then, in seconds, conforms the settings to the native user interface of BlackBerry, Windows Mobile, Android¹, iPhone/iPad², Palm, Symbian, and Java smartphones and Flash-enabled browsers.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com/pr/MD3.html.

¹ Available April 2010

² Available June 2010

³ IDC, Webalo Private Vendor Watchlist Profile 2010 Update: Quick and Easy Mobile Enterprise Application Extension, Doc #222948, Apr 2010.